

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Town Hall, Conference Room B
January 22, 2013
8:00 AM**

MINUTES

Present: Frank McNabb (Chair), John Armstrong, Alexinia Baldwin, Carl D'Oleo Lundgren,
George Jones, June Krisch, Betty Wexler

Staff: Cynthia van Zelm

1. Call to Order

Frank McNabb called the meeting to order at 8:05 am. He welcomed Carl D'Oleo Lundgren to the Committee.

2. Approval of Minutes from December 17, 2012

George Jones made a motion to approve the Minutes of December 17, 2012. June Krisch seconded the motion. The motion was approved.

3. Update on Storrs Center

Cynthia van Zelm updated the Committee on the status of Storrs Center including new businesses and the status of road construction. She said the Dog Lane Café, The Flower Pot, and Mooyah Burgers & Fries had opened since the last meeting. Ms. van Zelm said that Geno's Grille should open in February. The process to approve the zoning permit for the grocery store will start soon.

4. Update on Membership Renewals

Ms. van Zelm said that 156 memberships had been renewed thus far with \$8,175 received.

5. Review of Committee Charge

Ms. van Zelm said the Partnership Board is going through a strategic planning process and as part of that, committees are being asked to review their charges.

Mr. McNabb said he was still interested in reviewing the possible combination of the Membership Development and the Advertising and Promotion committees. Ms. van Zelm said that Advertising and Promotion Committee Chair Kristin Schwab has suggested that these two committees along with the Business Development and Retention Committee have a joint meeting to review charges together.

Betty Wexler suggested that all Storrs Center businesses become members. The Committee agreed. Ms. van Zelm is working on a letter to that effect.

Mr. McNabb said a membership sticker for business windows similar to what chambers of commerce do would be an effective promotion and recognition tool.

The Committee said the value of membership will need to continue to be evaluated.

Carl D'Oleo Lundgren will follow up with students to see how best to get them involved in the Partnership. He will report back to the Committee at its next meeting.

6. Volunteer Calendar and Other Membership Outreach

The Committee debriefed the staffing of the Partnership table at the UConn Co-op during the start of the spring semester. Mr. Jones said the photo collage of Storrs Center showing constructed buildings was helpful to attract people. Ms. Krisch said there were a lot of questions on the apartments. Mr. McNabb thanked everyone for their time at the table.

Mr. Armstrong said he received approval to put information in the Daily Digest which is a daily e-mail that goes out to UConn faculty and staff. Ms. van Zelm will prepare a message focused on what businesses are open and an update on parking, particularly that it is generally free for the first two hours.

Mr. McNabb asked the Committee members if staffing a table at events is a worthwhile endeavor. If so, he suggested that a table-top display be used for future events. He passed out some information to Ms. van Zelm. She will follow-up on looking at some designs and cost. Mr. McNabb suggested showing what has been completed, in process, and still to come.

Mr. Jones said the presence at events is helpful if the objective is to promote the use of downtown.

The Committee thought the new photo collage as a display was helpful but would like a future collage to show more people and show the separation between photos. The Committee would like to review the next photo collage. A suggested headline was "Get to Know Your New Downtown or Main Street Mansfield."

Ms. van Zelm said she will also be looking at name tags for Board and committee members.

Mr. Armstrong suggested reducing the number of handouts at the tables. The "What's Open in Storrs Center" handout is by far the most popular. The Committee also suggested having the exact location of each business on the handout.

Mr. McNabb suggested trying to find more ways to get information out to incoming freshmen's parents. Mr. Armstrong said he would review options. Ms. van Zelm said that she does send information to UConn's Parent Talk publication and there was an update on Storrs Center in the latest issue.

7. Distribution of Membership Brochures

Ms. van Zelm distributed brochures to Committee members to place at areas in Town and at UConn.

8. Adjourn

Ms. Wexler made a motion to adjourn. Alexinia Baldwin seconded the motion. The meeting adjourned at 9:05 am.

Minutes taken by Cynthia van Zelm.